

**GOVERNMENT OF ANDHRA PRADESH**

OFFICE OF THE  
DIRECTOR OF TECHNICAL EDUCATION  
ANDHRA PRADESH: MANGALAGIRI

Cir. Memo.No:H/Circulars/2025

16-07-2025

Sub:	Technical Education - Academic - Implementation of "SWACHH ANDHRA" Program - July- 2025- Certain instructions to the Principals - Issued - Reg.
Ref:	1. G.O. Rt. No. 24, Municipal Administration & Urban Development (K) Department, dated 17.01.2025. 2. Lr.No.SAC/MD/SASA/2025-26 dt:11.07.2025 of Swachh Andhra corporation, Vijayawada.

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As part of the "SWACHH ANDHRA" programme, the Government has instructed to conduct activities on every 3rd Saturday of each month. Hence all the polytechnics under the control of Department of Technical Education, AP are to be instructed to undertake the following activities:

**Suggested Activities:****1. Plastic-Free Campus Drive**

- Ban single-use plastics within campus premises.
- Encourage use of reusable items (metal bottles, cloth bags, etc.).

**2. Plastic Audit of Institution**

- Identify areas where single-use plastics are still in use and formulate elimination plans.

**3. Student-Led Awareness Campaigns**

- Engage eco-clubs, NSS, and other student bodies to spread awareness about plastic pollution through presentations, posters, and pledge campaigns.

**4. Street Plays, Murals, and Wall Art**

- Use creative platforms such as wall art and nukkad nataks (street plays) to communicate the message of reducing plastic waste.

**5. Plastic Collection and Clean-Up Drive**

- Conduct clean-up activities in and around the campus with participation from students, faculty, and volunteers.

**6. Eco-Alternative Product Display**

- Collaborate with local SHGs to exhibit and promote eco-friendly

products like jute, cloth, and palm leaf items.

## 7. **Water & Microplastics Awareness Sessions**

- Organize seminars/workshops highlighting the impact of microplastics on health and the environment, especially targeting students.

## 8. **Short Reel Campaign - "My Campus Against Plastic"**

- Encourage students and faculty to create and share short video reels (1-minute duration) showcasing innovative plastic-free practices.

## 9. **Plastic Waste Buyback or Exchange Drive**

- Set up a temporary collection point offering small rewards/incentives in exchange for collected plastic waste.

## 10. **Innovation Showcase / Weekly Challenge**

- Highlight innovative student ideas or department initiatives that support the theme "Ending Plastic Pollution."
- Recognize top contributors with certificates or other incentives

In addition to above activities, Govt has set a theme for every month for the swachhata Divas. For the month of **JULY 2025**, the theme is "**Ending Plastic Pollution**", aligned with World Environment day 2025.

In line with this theme, all Polytechnics are to be instructed to undertake the following activities related to above theme on 19.07.2025

1. Ban single-use plastics within campus premises.
2. Encourage use of reusable items (metal bottles, cloth bags, etc.) as "Plastic Free Campuses."
3. Conduct clean-up activities in and around the campus with participation from students & faculty.
4. Engage eco-clubs, NSS, and other student bodies to spread awareness about plastic pollution through presentations, posters, and pledge campaigns.

Further, the Principals of nodal polytechnics are to be informed to submit the monthly reports of their district, to this office through mail to **academicmedia.dte@gmail.com** along with the 3 or 4 high definition Photographs taken during this month.

The Regional Joint Directors of AU and SVU Regions are to be informed to oversee the timely completion of above records in all Government Polytechnics under their jurisdiction.

Further, all principals are to be instructed to undertake activities related to the specified theme outlined in G.O. Rt. No. 24, Municipal Administration & Urban Development (K) Department, dated 17.01.2025.

**JOINT DIRECTOR**

**Joint Director**

To

Principals of all Govt., Aided, Polytechnics across AP

Regional Joint Director of Technical Education, AU and SVU Regions

Copy to Secretary, SBTET, AP